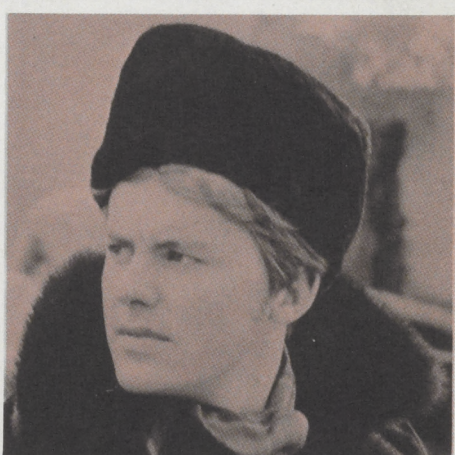
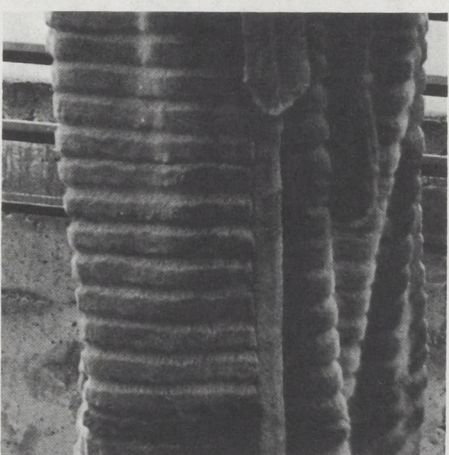
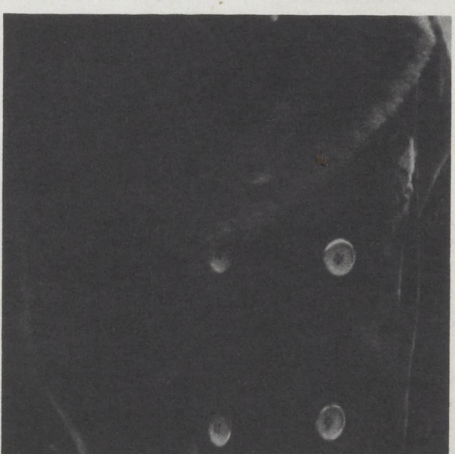
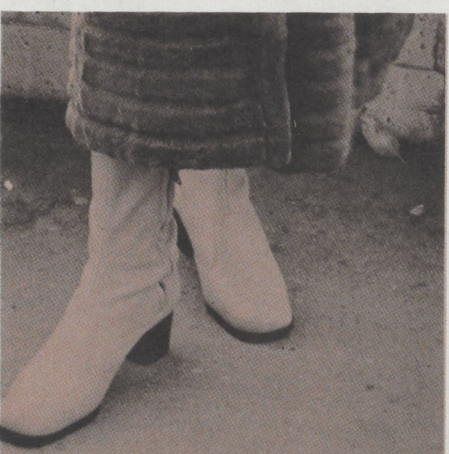


CONTACTS
SEPTEMBER/69



**Fur
is
Fun
p.6**



CONTACTS

SEPTEMBER

Volume 5, Number 9

Published to communicate the accomplishments and activities of the 10,000 Western Division Staff, the performance and progress of our company and the retail industry.

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Eve Wood Polo Park

COVER STORY: High on nature's roster of wonderful gifts are the fur animals whose skins are fashioned into beautiful garments. Turn to page 8 to find out what's happening to furs this fall.



EVERYBODY these days wants vitality, but the question is how to get it. Vitality is a necessity in our business.

Every staff member joining the Company should catch it from the start.

Retailing is an industry that's bursting with vitality. Staff members who talked to **CONTACTS** agreed that it's something you can't very well do without.

"Picture vitality for us," we asked. She answered, "excitement . . . growth and new experience."

Then, we asked another. She said: "It's doing your best . . . going all out to do an exceptional job." Finally, we asked a salesman. "Vitality," he said slowly, "is putting enthusiasm and energy into everything you do."

Vitality is part of our world.

We need it.

It's what helps to keep us thinking young.

It gives us impetus.

Vitality is the excitement of living.

1. Harold Poustie, Men's Clothing, Polo Park
2. Lillian Masters, Customer Services, Downtown
3. Louise Dennich, Sporting Goods, Polo Park
4. Gladys Parsons, Jewellery, Downtown
5. Des Belanger, Men's Furnishings, Downtown
6. Mary Popow, Lingerie, Polo Park
7. Eugene Pawlak and Minnie Grenick, Caretaking, Downtown
8. Ethel Smith, Books, Downtown
9. Margaret Curry, Cosmetics, Downtown



1. Enthusiasm



4. Excitement



7. Commitment



2. Interest



5. Cheerfulness



8. Zest



3. Activity



6. Effervescence



9. Pep

New Top Man at Polo Park Talks About Retailing

Russ Kehler, in stepping up to Polo Park Store Manager, brings to his position a wide range of experience in the selling and merchandising field. The newly appointed Store Manager has some firm convictions when it comes to merchandising, selling, and profit-making. Following are some of his views on retailing.

GETTING SALES

We have to convince customers that Eaton's is the place to shop, where they can get honest values and a good selection of merchandise to choose from. Some people can have a traditional fixation on cutting prices in order to increase sales. It doesn't hold water. Customers want good service, style, quality, courtesy, and convenience when they shop.



ON MEETING COMPETITION

When you're in a strong market area as we are in Polo Park it's vital to be fully aware of the merchandising activity of our competitors. When it comes to competition, we feel we have a certain market we have to appeal to — the wide range of the middle income bracket — the young modern — the suburban "shopper."

MAKING A PROFIT

Retailing is a profit-oriented business. If merchandisers can produce items that customers want, they can be sold at a profit. To run a profitable operation requires teamwork and effort. The buyers must have the ability to provide wanted merchandise and develop price lines which will permit the store to produce a profit, and profits generate more business, more stores, more employment, and general community betterment.

MERCHANDISING

Merchandising decision must be financial decision — not emotional ones. We have to present customers with the best in selection, value, and quality and to do that effectively, you just can't afford to have a favoured line or item. You have to use more tangible evidence — turnover, mark-up, maintained gross profit, etc. We're in a very exciting business that's constantly changing. You have to be alert to new trends and to discarding old ones.

ACHIEVING GOALS

How can staff achieve merchandising and sales goals? First of all, I would urge all staff to know their products, be courteous, maintain stock on basic items, have a good line of communications — within the company and with the customer — be constantly alert for ways to improve the operation. We have to move the merchandise to the customer in the most professional manner we know and create in people's mind that Eaton's is the best place to shop.

COMMUNICATIONS

Communications can never be underrated. The more we include our staff, the more the store gains. We want people to understand what our business is all about. This, in turn, gives them a clear understanding of why we make changes, and added confidence in dealing with customers.

Famous French Designer to Headline World Import Fair Promotion Oct. 3-18

For the major Centennial Year promotion, Eaton's salutes the countries of the globe during a two-week World Import Fair in the Winnipeg Store October 3-18. The event's biggest attraction is French Fashion Designer Pierre Cardin and his world famous collection, to be presented at a special show at the Manitoba Centennial Concert Hall Oct. 3. Proceeds are earmarked for the new Manitoba Theatre Centre.



Paris Designer Pierre Cardin is bringing over 200 originals for men and women from his acclaimed Fall collection to the Eaton-sponsored Black & White Ball at the Centennial Concert Hall, Oct. 3.

Cardin plans to use his own Parisienne models and show many fashions from his latest collection — hailed as his best.

Another Import Fair attraction is a classical dance troop from Hong Kong, complete with magicians, acrobats, singers, and lavish costumes. Hong Kong is also sending a wax carver, a calligrapher, and a cooking expert.

Exotic Chinese dishes are to be served in the Downtown Store's Grill Room, where diners may sample "Dark Beauty Amidst Parasols," "Dainty Gems on Green Velvet," and "Grazing Calves Among Autumnal Hay."

The Watch Makers of Switzerland are scheduled to put on a display of their craft and France is sending one hundred contemporary oil paintings. Merchandise displays representing

countries from around the globe are to be featured throughout the store.

One hundred years ago, Eaton's began as a one-store operation serving a small section of Toronto. Today, the Eaton name is known in dozens of countries. Imported merchandise in Eaton stores is channeled through our foreign buying offices, and trade agents located in many of the world's major trade centres.



Miss Asia, Macy Shih from Tiawan, is taking part in World Import Fair festivities.

COMMENTS COUNT

Your comments about CONTACTS helped us decide to continue with the magazine style. People kept telephoning the Publications Office saying how much they liked the June/July issue, where we printed a magazine section with a news supplement in the centre. The August contacts followed the same format and received plenty of plaudits. That's why we're continuing with the present format . . . because you want it that way. Your comments count.

Three New Eaton's of Canada Directors Are the First from outside the Company



A. L. Beattie, Q.C.



B. H. Rieger



Richard M. Thomson

The election of three new directors to the Board of the holding company, Eaton's of Canada Limited, was announced by John Craig Eaton, Chairman, and Fredrik S. Eaton, President, Eaton's of Canada Limited.

The new directors are: Allan L. Beattie, a senior partner with the law firm Osler, Hoskin & Harcourt; Budd H. Rieger, Vice-President, Canadian Corporate Management Co. Ltd.; and Richard M. Thomson, Chief General Manager of The Toronto-Dominion Bank.

In addition to holding other directorships representing a wide cross-section of Canadian industry, the three new directors are actively associated with some of the country's most important educational, cultural and service organizations. Mr. Beattie is a member of The Canadian Tax Foundation and the Corporation of Trinity College; Mr. Rieger is a governor of The University of Toronto and Chairman of the Board of Trustees of Sunnybrook Hospital; and Mr. Thomson is a member of the Board of Trustees of the Hospital for Sick Children and The Art Gallery of Ontario.

The three new directors will join seven others on the Board of Eaton's of Canada Limited: John Craig Eaton, Fredrik S. Eaton, Mrs. John David Eaton, J. Ross Jenkins, William Park, David Kinnear and G. D. Wotherspoon.

APPOINTMENTS

WINNIPEG

P. A. Scot, Department Manager, 926, 933.
P. M. Balon, Department Manager, 901, 909.
W. J. Gascoigne, Department Manager, 910, 911.
D. M. Buck, Department Manager, 928.
A. E. Palansky, Commodity Manager, 232.
C. Collins, Inventory Management Supervisor.
Mrs. D. D. Gordon, Planning Systems Supervisor.
J. Caine, Project Supervisor.
W. H. Bingle, Credit Manager, P. Y. Jacob, Commodity Manager 341, 344, 345.

CATALOGUE

M. L. Harris, Control Buyer 70, 73.
Miss F. M. Moore, Control Buyer, 5, 12, 13.
H. G. Fotheringham, Commodity Manager Group AI/BI.
C. Labiuk, Control Buyer 44/48.

POLO PARK

Russell F. Kehler, Manager, Polo Park Store.
R. D. Smith, Security Supervisor.
M. Solomon, Department Supervisor.

PORT ARTHUR

L. L. DooBenen, Personnel Supervisor.

TRANSFER TO TORONTO

W. R. Sommerville, Credit Systems Manager.

HELP FOR HELPING HANDS

Every year thousands of Manitobans are rescued from the brink of death thanks to life-giving blood collected and processed by the Red Cross. The Red Cross also provides other services. Lives are saved through Red Cross first aid or life-saving training; families are assisted in returning to a normal way of life following a crushing disaster; others are

made a little happier through Red Cross volunteer services. Only you can give help to helping hands of Red Cross personnel. Give blood at the Red Cross Donor Clinic, Winnipeg Catalogue Building's Third Floor Cafeteria on Tuesday, October 7, from 8:30 a.m.- 11:30 a.m. and from 1:00 p.m. - 3:30 p.m.

BIRTHDAY CONTEST TIME RUNNING OUT

Staff received the last two Eaton Centennial Birthday Contest puzzles a few weeks ago. All entries should be completed and mailed in by November 1.

Special ballot boxes have been positioned outside Personnel Offices in the Winnipeg Area for your completed entry. Western Stores and Catalogue Order Offices, outside of Winnipeg, are to mail their entries to: "Centennial Birthday Contest", Staff Relations Office, Winnipeg Downtown Store.

The Winnipeg Area, Western Stores and Catalogue Draw is scheduled for November 21 in the Winnipeg Downtown Store's Grill Room. The five winners of this draw receive cash prizes totalling \$2,000 and automatically become eligible for the Grand Company Draw of \$5,000 in Montreal on December 8, 1969, the Company's official birthday. All winners are invited to attend this event at the Company's expense.

Entry forms are still available from your local Personnel Office or the Staff Relations Office, Winnipeg Downtown Store.



Press photographers focus on Winnipeg General Manager R. W. Peck as he dials a new Contempra telephone to officially open the Manitoba Telephone System—Eaton Centennial display on the 8th Floor of the Downtown Store Sept. 4-20. Theme of the exhibit outlined the parallel growths of merchandising and telephone companies and their twin commitments to customer service.



WATCH WINNERS: Jack Pelechaty, centre, Portage la Prairie, presents Eaton gold watches to 4-H award winners Cathy Carman, Oak Bluff Combine Club, and Marvin McCallister, Portage Beef Club, at the Portage Fair.



FUTURE PILOTS: Air Cadet Instructor Jim Gillen, seated centre, Men's Furnishings, Winnipeg Downtown, took 32 Manitoba cadets to a week-long camp, for boys from across Canada, held at the old Air Training School at Penhold,

Alberta. Here, cadets learned navigation, principles of flight, weapons handling and flying training. In the background is a Harvard aircraft, once used to train pilots.

Garden Yields Largest Crop of Golf Honours

A windy day, a few mosquitoes and the Elmhurst course held no alarm for Polo Park's Group Sales Manager Gord Garden as he "breezed" to a 91 score and the grand championship honours in the Winnipeg Men's Golf tournament. The annual event was held Wednesday, September 17.

Gord Garden, who also won the grandfathers' trophy, played his usual steady game and edged out Graham Gillespie, Men's Wear, for honours.

Low gross winner was Garry Albo, B1 Group Merchandise and Percy Balon, Lower Price Store, wound up in second

place. High Hidden Hole champ was Fred Kennedy, while Ron Collins received the low hidden hole prize.

Winners of the year's championship events were: Garry Albo, A class grand award; Percy Balon, A class; Ron Collins, B class; Lorne O'Staff, C class; Graham Gillespie, D class; Fred Kennedy, E class; Joe Reid, seniors; Gord Garden, grandfathers' and Bill Adey, retired men.

Executive prizes went to the following: Dave McKenzie, Doug Brault, Ken Morrison, Wally Hancock and Roy Christie.



S. J. Shortt, Sales & Merchandise Manager, presents Gord Garden with Sir John Eaton Memorial Trophy — the men's golf club's top award. The champ also won the grandfathers' prize.



Garry Albo



Percy Balon



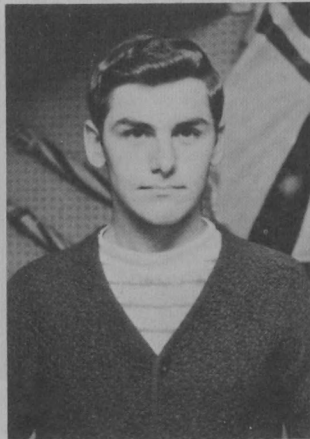
Ron Collins



Lorne O'Staff



Graham Gillespie



Fred Kennedy



Joe Reid



Bill Adey

Driver Praised for Honesty



EARL BURNS

When Mrs. F. Robinson of Winnipeg paid for a COD parcel, she didn't expect any change from the dollar she thought she gave an Eaton driver. However, he gave her \$4 in change, and she insisted that he'd made a mistake. Finally, Driver Earl Burns convinced Mrs. Robinson of the error. The customer wrote: "I thanked him and off he went in the brisk and efficient manner of the T. Eaton Company driver." Mr. Burns receives the September Driver-of-the-Month award.

Youth Leaders Appointed

The six staff members to take part in the Winnipeg Junior Achievement Program are: Allan Palansky, Commodity Manager, Boys' Clothing — Management advisor; Tom Dodds, Catalogue Salesroom — sales advisor; Lloyd Shields, Catalogue Circulation Supervisor — production advisor; Ian Ross, Senior Analyst, Catalogue — management advisor; Rod Peeler, Section Supervisor, Men's Wear — sales advisor and Larry Rogers, Buyer Group D2 — production advisor.

Junior Achievement is a program designed to give young Canadians a better understanding of how our business system operates. The six Eatonians are to advise high school students on how to operate small-scale companies within the framework of the JA organization.

Dorothy Hunt Wins Ladies' Golf Crown

Dorothy Hunt, Order Preparation, overcame the challenge of other participants in the Winnipeg Eaton Ladies' Golf Tourney this year to take championship honours. She also represented Manitoba in the nation-wide Centennial Tournament at Kelowna.

"A" Class honours in the event, held Tuesday, September 16, at Elmhurst Golf Club, went to Freda Weins and the runner-up was Ida Jones.

Taking the B class was Bella Dee, trailed by Fran Koslok, runner-up. Gladys Withers captured the C class event and Beth Jamieson came second. First nine champ was Mary Hume, with Anne Bewick in second place. Joan Bailey nabbed the high score laurels. Sybil Hannesson was the second nine winner who sidetracked runner-up Hilda Cousins. Hazel Bannerman received the high score prize. Low hidden hole honours went to Georgina Brownlee, while Mary Aronius scored in the high hidden hole event.

Medal play spoon winners were: Class "A" — Mae Scriven, Bella Dee and Mary Hume; Class "B" — Thelma O'Brien, Hilda Cousins and Penny Miller; Class "C" — Eileen Richardson, Gita Thorsen and Lil Masters.

Next season's executive are: Eileen Richardson, president; Elsie Medway, past-president; Fran Koslok, first vice-president; Gwen Jones, second vice-president; Marion Hewitt, secretary; Laura Huehn, treasurer; Bella Dee, prizes and handicap and Bea Nash, pub-

licity. Committee members are: Flo Goldie, Mae Scriven, Ida Jones, Flo Parks, Georgina Brownlee and Doreen Horton.

Wives, Husbands to Compete in Century 'Spiel

Wives and husbands of regular staff members may take part in the Centennial Curling Championships March 4-7, 1970, according to Curling Chairman Jim Thomson, Winnipeg Watch Repair. However, the combined service of each rink must add up to 25 years of service as of December 8, 1969, the Company's official birthday. Another stipulation: all regular and occasional staff must have at least one year of service.

Plans are well under way for staging the Centennial Event which is expected to bring rinks from across Canada to compete in the Winnipeg championships. An added attraction for curlers is the Canadian Briar Bonspiel which coincides with the Eaton 4-day event. Seats are to be reserved for Eatonians.



GOLF CHAMPS: Ladies Golf winners are: Dot Hunt, far right, club champion, Bella Dee, centre, B class winner and Gladys Withers, the C class champ.

New Eaton Centennial Book Captures Highlights of History

In the summer of 1968, Canadian author William Stephenson spent several days in Winnipeg, on his way across Canada, compiling material for his forthcoming book on Eaton's Centennial. The result of this tour, plus months of writing and research, is a 255-page book entitled "The Store That Timothy Built." This fascinating publication is not so much a history as a shared experience. Author Stephenson first sets down the lively story of Eaton's growth from a tiny general store just off the main business street of early Toronto to one of the world's greatest mercantile empires. Described in the book are many of the Eaton family: from the Ulster-bred founder Timothy Eaton to the dashing, young racing driver, George Eaton. Then the author takes the reader backstage for a glimpse of the details that make up a corporate giant.

Throughout the book are albums of photographs, of historic line engravings, of children's views of the Santa Claus parade . . . a kaleidoscopic visual complement to the text. Also in the visual department is a specially commissioned

series of paintings by many of Canada's best known artists, capturing highlights of the history of Eaton's. "The Store That Timothy Built" is scheduled to go on sale early in October.



Angie Banmann, Staff Relations, takes a peak at a preview copy of the new centennial book. Her photograph appears in a special colour section on the Winnipeg Downtown Store.

Manitoba Came Second

The team championship trophy in the nation-wide Eaton Centennial Golf Tourney at Kelowna, British Columbia, Sept. 11-12, was awarded to the Alberta team, with Manitoba in second place.

Jean Hopps of Victoria and Don Cranston of Edmonton won the low gross honours in the ladies' and men's events. Individual trophies were presented to the following golfers from Manitoba and Saskatchewan: Gordon Nicholson, Dauphin — A group over 25 years' service; Bill Maskell, Winnipeg — B group, over 25 years' service; Helen Quigg, Winnipeg Catalogue — closest to the pin and Jack Bumphrey from Saskatoon had the longest drive.

Les Jones of Winnipeg received plenty of praise from his teammates after he struck his head on some barbed wire and five stitches later, came back to complete the tournament.

Over 70 golfers from seven provinces took part in the National Centennial Event, hosted by Eatonians from British Columbia.

**SHOW
YOU
CARE . . .
GIVE
THE
UNITED
WAY**

First of a Series

Meet Your Correspondent

Responsible for tracking down leads for feature articles and news stories in CONTACTS is Correspondent Eve Wood, Polo Park Personnel Office. Mrs. Wood began working at Eaton's in the Quality Control Department and transferred to Polo Park when the new store opened. She landed a job in the Personnel Office, where she assists Personnel Supervisor Rose Collins process new applications. Recently she took on another assignment — helping Staff Trainer Janet Hansen instruct new staff on the new NCR cash registers.

Eve has three children: Wendy 18, Wayne 13, and Joanne 12. Her hobbies are gardening, curling and community projects, which aid senior citizens.



SERVICE ANNIVERSARIES

40 YEARS



R. Williams, Order Preparation, October 1.



Mrs. C. Smith, Shopping Card Pay-In, October 7.

25 YEARS



Miss Anne M. Elviss, Dress Goods, October 19.

In addition to those in the photographs is: R. Purdie, Candies, October 3 — 40 years. Quarter century staff are: Miss Bernadette Laurin, Account & Control, October 12; Mrs. Christina Glanfield, S.B. Cafeteria, October 13; Miss Cecile Ottenbreit, Order Processing, October 16; Miss Doris A. Patterson, Employees Cafeteria, October 17; Miss Pauline M. Glasser, Cosmetics, October 19; and Miss Joan Wasny, Sporting Goods, October 26.

Leisure Days Ahead



Mr. J. Currie, Cartage, 42 years of service.



Mr. G. C. Armstrong, Caretaking, 28 years of service.



Mr. J. N. Millar, Contract Accounts, 29 years of service.

Best wishes to the following Eatonians on their retirement. In addition to those in the photographs are: Mrs. I. Kaldheim, Prince Albert Store, 13 years of service; Mrs. P. Melnyk, Bakery Stock, 13 years of service; and Mrs. A. McArthur, Sausage Workroom, 23 years of service.



SEVENTEEN AWARD: Winnipeg Fashion Co-ordinator Lillian Vadeboncoeur, right, received an 'AMY' honorable mention award from Rosemary McMurtry, executive editor of Seventeen Magazine in the Grand Ballroom of New York's Waldorf-Astoria Hotel. Mrs. Vadeboncoeur accepted the award on behalf of Eaton's, which was cited for its outstanding teen projects and in-store promotions.



LITTLE THINGS ADD UP TO **BIG THINGS**

"The kind of service that people will positively enjoy."

That's what we like to give.

And why shouldn't we?

It's simple, really.

Just a matter of watching the little things.

Because it's the little things that customers notice — and like.

It's a sales person who listens attentively to a customer and finds the exact items she wants.

A staff member going the "second mile" to be helpful.

A delivery man who wipes his shoes and removes his hat.

A service adviser whose attitude reflects her desire to please.

It's the smile customers see when they meet you face to face. And the smile they hear over the telephone.

Little things?

Maybe.

But they all add up to SOMETHING BIG.



Helen Sigurdur



Hilda MacKenzie

Target: 3,000 new accounts

Telephone Order Girls Set Their Sights On Year-End Goal

The Eaton telephone order taking operator is the girl who handles customer phone calls requesting merchandise from our advertisements and catalogues.

She's either "on line" or "off line." On line, she's using the telephone constantly. As soon as one call is complete, she's ready for another. The person at the other end of the line is a customer, and everyone is different, with a completely different set of merchandise requirements. Off line, she has paperwork. Stacks of it. Giving customers what they want is all part of the job.

If customers don't have an account with the Company, she explains the advantages and convenience of a Charge Account. This aspect of her work has a special incentive.

For every completed charge account application with her name on it, the telephone order girl receives a cash award. In a good week, over 120 new accounts are processed by the girls at the 148-position telephone order board in the Winnipeg Catalogue Building.

Their target, according to Dunny Dewar, Telephone

Order Board Manager, is 3,000 new accounts this year.

Helen Sigurdur and Hilda MacKenzie are two of the biggest winners in the accounts promotion incentive program. Both these telephone operators have a common characteristic: they enjoy working with people and find their job most self-rewarding.

Helen Sigurdur says: "Dealing with customers is the most fun in this job. You never know what will happen when you answer the phone."

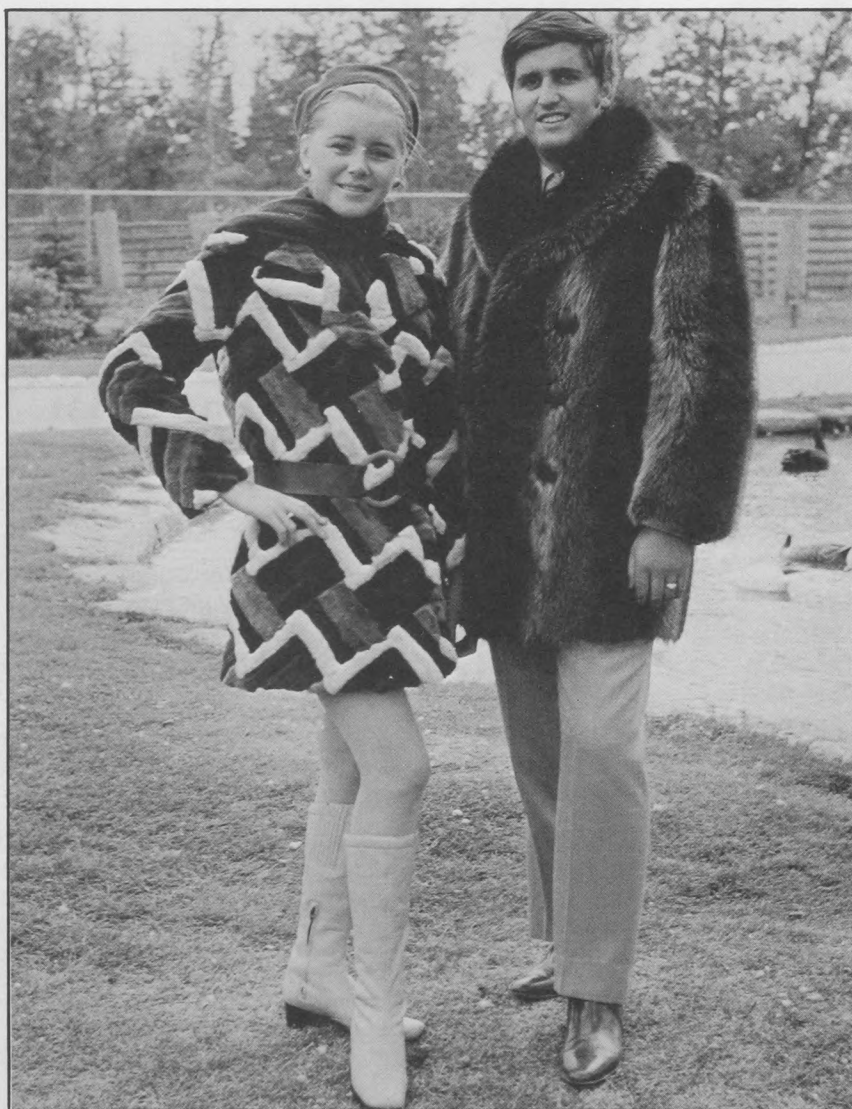
Hilda MacKenzie agrees that customer contact is the best part of the job. She puts it this way: "You can practically picture the customer once you've spoken to her for a while."

What's their secret in winning new accounts?

"You have to understand a customer's needs and then explain to her how an account can best meet her shopping requirement," said Helen Sigurdur. Mrs. MacKenzie finds that tact and courtesy are invaluable to selling over the telephone. She says, "You have to sell yourself as well as the Company."

FUR IS FUN

The "fun fur"...fluffy and whimsically styled creations are making fashion news this fall



Dawn Cyr, College Shop, and her husband, Paul, Men's Furnishings, model "fun furs" in Winnipeg's Assiniboine Park Zoo

CLEARLY, THE MOST FASHION-ABLE FURS this season are the fluffy, long-haired ones, and the zanier the better. They are in fact the "fun fur", intended for casual wear, and especially for youthful owners.

Laurence Johnson, Fur Department Manager, Winnipeg Downtown Store, has been fascinated by the possibilities of fun furs ever since they began coming on the market several years ago. This winter, they're really coming into their own.

"These long-haired, multi-coloured furs have had a tremendous impact on the fashion scene," said Mr. Johnson. One of their originators and chief promoters, Madame Carole Chombert from Paris, recently showed her collection to Winnipeggers in the Downtown Store's elegant fur salon.

Madame Chombert first began designing furs after she married a Parisienne furrier. When she saw all the old-style furs her husband was making she knew that there ought to be something she could do to make them more appealing.

Her first efforts were scorned by leading magazines. But, an American magazine featured a photograph of one of her coats and interest sky-rocketed — particularly among the young who took to her creations with enthusiasm.

Today, her name is at the top of the fur fashion world and Chombert furs are sold in 15 countries. Among her clients are Jane Fonda and Jean Moreau. She also created furs for a James Bond film.

Madame Chombert first visited Canada during Expo when her coats were displayed at the French pavilion. Her Winnipeg collection includes such diverse skins as squirrel, Chinese Cat, pony, raccoon head, wolf, and lamb. The designer's favorite creations are combinations of furs which frequently are mixed with leather and suede.

Basic style of cutting furs have changed to adapt to the new trend. Traditionally the pelts were put together vertically to achieve a long sleek line. They still are largely done that way for the short-haired furs.



Madame Carole Chombert, the creator of "fun furs."



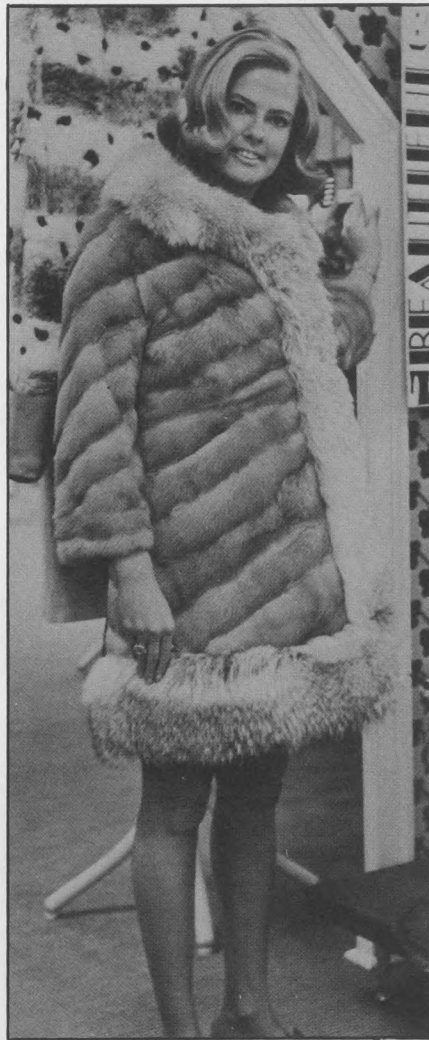
Laurence Johnson, Fur Manager, visits major manufacturing centres to get the best furs for Eaton's

"I adore the long haired furs like raccoon and fox . . . I use them whenever I can."

"Furs are so attractive and feminine they have to be styled to their best advantage."

"I felt that furs were old-fashioned and I decided to design some furs for young people."

— MADAME CHOMBERT



Freda MacDonald, Fur Department, Polo Park, is aglow in a China milk coat with fox trim

But fluffy pelts are being worked horizontally, diagonally, in a chevron design, or an imaginative combination of all three, to give a rather bulky, teddy bear effect.

The colours of "fun furs" are enormously varied — naturally brown and black, delicate white and pale rose beige, burnt orange and soft ginger. Many of the skins are spotted two-tones, or tipped to give a frosted, shimmering effect.

Men are also being encouraged to jump on the fur bandwagon. In Eaton's men's wear departments there are racks of superbly fashioned racoon coats. However, if you are thinking of taking that ratty old 'coon coat out of it's trunk of moth balls, you can forget it. The raccoon coats that are in fashion are sleek and well-tailored.



Jerry Sauer, Adams Shop, Downtown, wears an Alaskan seal coat with an otter skin collar

Eatonians Make Good Neighbours

Eric O'Brien and His United Way Team



AMONG the many Eatonians who have helped make "One Gift Work Many Wonders" through the United Way are Eric O'Brien, Merchandise Services Manager, seated foreground, and his hard working campaigners and group chairmen. Seated are Dawn Gordon, Merchandise Services, Bob Scurfield, Service Building Personnel Manager, and Margaret Robertson, Merchandise Services. Standing are Barry Gray, Industrial Engineering, and Nap Ruzesky, Winnipeg Employment Manager.

Community service is nothing new to Eric, who has been active in United Way for several years. This year Eric and his team are responsible for co-ordinating the efforts of 52 volunteer workers in their division including a loaned personnel representative Rick Titarniuk, Cosmetics, Downtown. They will cover about 560 small businesses and represent one of the largest single company task forces in the 1969/70 United Way Campaign. To these men and women — and for all Eatonians working to make the campaign a success to brighten the lives of countless numbers of the community — many thanks for a job well done.